Chicken Wings and Super Bowl XLVI

The Super Bowl has a long history of good food and huge celebrations. Over the years, chicken wings—hot, mild, spicy, tangy or plain—have become a staple of any Super Bowl Party.

Historically...

- 1964 hot wings first served at the Anchor Bar in Buffalo, NY
- 1967 Super Bowl I, Packers vs Chiefs
- 1988-1990 Bill Belichick and Tom Coughlin both coach for the NY Giants under Bill Parcells
- 1990-1993 chicken wings gain in popularity when the Buffalo Bills make four consecutive appearances in the Super Bowl
- 2002 the first U.S. National Buffalo Wing Festival is held
- 2006 USDA publishes its first Super Bowl poultry report
- 2008 Giants and Patriots face each other in Super Bowl XLII, fans eat 930 million wings
- 2011 111 million viewers eat an average of 9 wings each while making Super Bowl XLV the most watched program in television history
- 2012 1.25 billion chicken wings weighing 100 million lbs will be eaten Super Bowl weekend

General Facts...

- 23% of game watchers will eat chicken wings
- 32% of fans will eat dips and spreads with chips and veggies
- NY Giants fans and Mid-Atlantic States are 24% more likely to order wings than the national average. New Englanders and Patriots fans are 6% less likely.
- 2 out of 5 people watching the game are not football fans. They are just there for the food.
- Super Bowl Sunday is the second biggest food day for Americans, right behind Thanksgiving.

Sources...

National Chicken Council, USDA Market News, Wikipedia, National Buffalo Wing Festival, Supervalu *Snack Down Survey* by Harris Interactive, the NPD Group, USDA National Nutrient Database